

Confused about the difference between
a soda, an energy drink, and an alcoholic beverage?

B E W A R E !



Pocket shots are designed to carry "alcohol" in pockets.



A generous pour of gin, rum, vodka, whisky or tequila in a rip-top, palm-sized plastic pouch—easy to tote and conceal.
"We're not just selling alcohol, we're providing a fun and functional way to break out of the bottle that fits with an active and on-the-go lifestyle."
Developer Jerrold Bachmann
Source: Product Website

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Brand recognition training begins early with alcohol.

Three-Point Plan for Targeting Youth
1. Create brand confusion with nonalcoholic versions
2. Provide a cheap alternative to mixing energy drinks with alcohol
3. Deploy youth-friendly grassroots and viral marketing

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Energy drinks are required to have supplement facts...

alcoholic beverages are not.



Energy drinks WITH alcohol cost LESS than those WITHOUT alcohol.

Can you tell which of these drinks contain alcohol?

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Energy drinks are LOADED with caffeine & sugar. Some even have ALCOHOL in them!

How do you know if an energy drink contains alcohol? Non-alcoholic beverages MUST have SUPPLEMENT FACTS listed on the container. Rockstar's new products boast 50% more caffeine.*
Ingredients can include Guarana, Ginkgo, Ginseng and Milk Thistle—all stimulants.
*Source: Product Website



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Many of these products can be purchased on-line.



These cute little packaged drinks contain alcohol, come with a straw and can be purchased on the internet!



"THE FASHIONISTA'S STAPLE. Fashion, girl talk and Cosmos are just the best, pure and simple. When serving up this classic cocktail for your friends, dress it up in new duds. Try granishing flowers or, dare we say it, rim the glass with edible glitter!"
Source: Product Website

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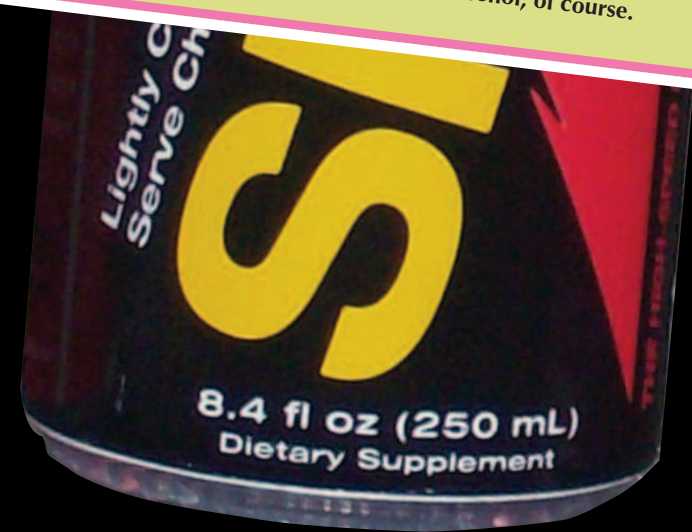


These "green tea" drinks contain alcohol.



Scientific research in both Asia and the west is providing hard evidence for the health benefits long associated with drinking green tea. Smirnoff is capitalizing on this and marketing "the taste of a naturally brewed iced tea gone crazy. A taste of green tea. A hint of lime flavor. A kick in the taste buds."* WITH alcohol, of course.
*Source: Product Website

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Want to know more?
Check product websites—
SHOCKING!

Catalyst Coalition

Working Together - We Can Make A Change
To participate in Napa County efforts to reduce Underage Drinking, contact 707-253-6812 or www.catalystcoalition.com

Be observant and become educated on what young people may be drinking.

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